

Lead Guide

How to Access the ILC (also known as the CRM) - Watch [here](#).

Introducing FFL's new Gateway Portal – Watch [here](#).

FFL Corporate's Lead Podcast – Watch [here](#).

Sign up for WorkSpots for Constant Lead Discounts – Sign-up & Download [here](#).

Lead Vendors – Pricing & Contact Info

Nectar Leads

Contact Information: Aaron Sumii - Account Executive | **Website:** <https://www.gonectar.com/>

Phone: 360-209-7822 | **Email:** asumii@assurance.com

- The type of lead is indicated based off questions they fill out to generate the lead.
 - Final Expense leads go for \$12.50
 - Term leads go for \$16.00
 - Product for all bucket \$10.00
- Immediate turn-around time & No minimum buys required (one-time minimum deposit of \$250 necessary to open the account – they will match 1 to 1 up to \$500) - You can return up to 30% of bad leads for full credit and new leads. Leads are NOT resold.
- Pay as you go, and you can manage your lead flow with an on/off button
- Live data, Geo targeting is available, when someone goes their websites like www.lifeinsurance.net that information is sent directly to you
- Dispositioning all leads gets you a 10% kick back on the cost of the leads, plus that feedback helps our marketing team get better leads/data
- When you refer a colleague you get referral credits, for 60 days you get 5% of their lead spend put into your account
- Auto refill is offered but optional - Takes about a week to fulfill a full \$500 order.
- Time frame between lead being filled out & then being able to purchase is a couple minutes.

Happy Agents Leads

(FFL Premier Facebook lead partner)

Contact info: hello@happyagentsleads.com | **Website:** <https://www.happyagentleads.com/>

Targeted Area - They focus on ages 50-85 by default. For local leads, they target a minimum of 25 miles around the zip code/county/city you provide them. For statewide leads, they target the whole state.

Type of Leads Offered:

- **Essential** – Includes Name, Hobby, DOB, E-mail, Address, City, Zip, & Phone number.
 - Statewide (zoom/telesale) - \$20 per lead
 - Local (face to face) - \$24 or \$28 per lead
- **Pro** – Includes Full Name, Phone number, Age, E-mail, Street Address, City, Zip, Reason for Request, Current Coverage, Chosen Beneficiary.
 - Statewide (zoom/telesale) - \$27 per lead
 - Local (face to face) - \$36 or \$38 per lead
- **Platinum** – Full name, Phone, Year born, E-mail, Street Address, City, Zip, Tobacco Use, Currently Employed?, Reason for Request, Current Coverage, Chosen Beneficiary.
 - Statewide (zoom/telesale) - \$35 per lead
 - Local (face to face) - \$40 or \$43 per lead

Lead Replacement/Refund Policy

- **Local Orders** – They do not guarantee sales and do not issue refunds. However, they will **REPLACE** leads that fit the following criteria:
 - Lead over the age of 85 years old
 - Over 50 miles from your targeted location
 - Leads that provide a disconnected or incomplete phone number.
 - Duplicate leads sent by **Happy Agent Leads ONLY**.
- **Statewide Orders** – They do not guarantee sales and do not issue refunds. However, they will **REPLACE** leads that fit the following criteria:
 - Lead over the age of 85 years old
 - Leads that provide a disconnected or incomplete phone number.
 - Duplicate leads sent by **Happy Agent Leads ONLY**.
- *To save time – they send extra leads to cover the need for replacements.*
- *If you still need replacements, please email them with the lead's full name*

Game Time Leads

(FFL premier FB partner)

Contact Info: support@gametimeleads.com | **Phone:** 336.278.1882

Website: www.gametimeleads.com

- **Fast Delivery:** Orders will be processed within 48 hours. Once leads are flowing, many orders are complete within 24 to 48 hours, Some may take up to a week.
- No Leads in FL, GA, NC, and ID
- **Lead Source:** Prospect goes off Facebook™ or YouTube™ to fill out blank forms. Must complete 10 steps to be considered a lead.
- **Lead Info Contains:** First and Last Name, Occupation, Desired Amount of Coverage, Age, State, Zip, Email, Phone, and Best time of day to call
- In most cases, you will receive extra leads on your orders to cover any necessary credits.
- For now, they no longer will offer custom orders for Final Expense, only Non-Med Term.

High Intent Facebook Leads:

- \$10 Aged Exclusive Leads
- \$25 Fresh Exclusive Leads

Non-Med Term Leads

- \$45

FFL Corporate Buy-Per-Leads

Corporate Contact Info: leads@familyfirstlife.com | **BPL Availability :** [Google Drive Link](#)

MailPro Leads

- **New Mortgage Data:**
 - Ace MTG: Targets new loans and refinance data \$74.45
 - Deluxe MTG: Targets new loans and refinance data \$77.48
 - Premium MTG: Targets new loans and refinance data \$74.45
 - Elite MTG: Targets new loans and refinance data \$74.45
- **Final Expense:**
 - Targets age demographics that range from 50 to 80 years old. These are exclusive direct mailers. Leads are \$42-\$57.87 depending on the state. To obtain most recent counts by state or county email leads@familyfirstlife.com or support@mailproleads.com.

- **Retro MTG:**
 - Targets new loans and refinance data that was 2-10 years ago. \$87.77
- **Call-In Lead:**
 - Direct mail card with a 1-800 phone number and a three-word key phrase. Calls that do not answer ALL of the prompts will cost \$6.50 Call that do answer ALL of the prompts will cost \$36.05. Lead flow is 60% \$6.50 and 40% \$36.05 leads. There is no minimum or max order, you tell us where to mail and you are responsible for everything that comes in for the area requested. You are responsible for both \$6.50 leads and \$36 leads.

ARM Leads

- **New MTG Data:**
 - Targets new loans and refinance data. The price varies by county and state. Refer to the ARM pricing tab.
- **Final Expense:**
 - This program is very similar to the Mail pro FEX. Both programs target age demographics that range from 50 to 80 years old. Leads are \$42.

Grand Slam Leads

Website: <https://www.grandslamleads.com/> | **Email:** info@grandslamleads.com

Targeting/lead types:

- Final expense Leads ages 50-85
- Term Life Leads ages 25-50

Turnaround Time: Orders are fulfilled in the order they are received. You will begin to receive leads after 1-4 days, and the order will be filled from 2-4 days after flow begins.

How Leads are Received: You will be notified in real time via email when a lead is generated

Lead Price:

- Term Life Leads - \$15 per lead
 - “Very High Intent Ad reads a low cost or affordable life insurance plan with an apple watch for as little as \$25”
 - Can be purchased in a 25 Pack, 30 Pack 40 Pack
- Final Expense - \$19 per lead

- “State approved low-cost life insurance, Free or Social Security is **NEVER MENTIONED**”
- Can be purchased in a 25 Pack, 30 Pack 40 Pack
- Local Targeting by Zip Code or County - Final Expense - \$23 per lead
 - EXCLUDING TEXAS, ARKANSAS, INDIANA, WASHINGTON, OREGON, MISSOURI, SOUTH DAKOTA, MONTANA, ARIZONA, TENNESSEE, FLORIDA, GEORGIA, SOUTH CAROLINA, NORTH CAROLINA, COLORADO, IDAHO, UTAH, NEVADA AND VIRGINIA
 - if you are looking for leads in certain areas within the above-mentioned states, send them an email for further information.
 - Certain areas within FL are available for \$25/each for example
 - “State approved low-cost life insurance, Free or Social Security is **NEVER MENTIONED**”
 - Can be purchased in a 25 Pack, 30 Pack 40 Pack
- SPANISH Term life leads - \$23 per lead
 - “Very High Intent Ad reads a low cost or affordable life insurance plan with an apple watch for as little as \$25”
 - Can be purchased in a 25 Pack, 30 Pack 40 Pack
- SPANISH FINAL EXPENSE - \$25 per lead
 - Telesales Multi State - FL, TX, CA
 - Can be purchased in a 25 Pack, 30 Pack 40 Pack
- PUERTO RICO Final Expense - \$9 per lead

Can be purchased in a 25 Pack, 30 Pack 40 Pack